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Department of Finance  
Southern Taiwan University of Science and Technology  
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<b>Highest Degree Earned and Year</b>	Ph.D. (1999/05)
<b>Teaching Subjects</b>	<u>Master</u> Business Ethics Organization and Leadership  <u>Undergraduate</u> ➤ Business Ethics ➤ Statistics ➤ Financial Marketing ➤ Human Resource Mngement
<b>Participating Faculty/Supporting Faculty</b>	Participating Faculty
<b>SA/PA/ SP/IP</b>	SA
<b>Five-Year Summary of Development Activities Supporting SA/PA/ SP/IP Status during 2013/08/01—2018/07/31</b>	Published 4 articles in refereed academic journals and 45 peer reviewed conference papers

Required Signature

Teacher	Chair of Dept. Teacher Evaluation Committee	Chair of College Teacher Evaluation Committee

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### **Education**

- PhD, Business Administration, National Sun Yat-sen University, 1999/7
- Master, Business Administration, National Sun Yat-sen University, 1986/7

### **Area of Specialty**

Organization and human resources management, marketing management, production management and technology management, industry analysis

### **Academic Experience**

- Associate Professor, Department of Finance, Southern Taiwan University, 2005/8 to now
- Associate Professor, Department of Business Administration, Nanhua University, 2002/8 to 2005/7
- Associate Professor, Department of Business Administration, NJIT, 2001/8 to 2002/7
- Lecturer, Associate Professor, Department of Business Administration, Cheng Shiu University, 1994/8 to 2001/7
- Lecturer, Department of Accounting and Statistics, Ling Tung University, 1991/2 to 1994/7

### **Publications**

#### **Journal Papers**

1. **Chen, Meng-Shiou**, et al.( 2015),“Effect of the study was to investigate the effect of advertising on consumer behavior and customer value”, *Journal of Knowledge Economy*, Vol. 12 , NO.1 , p44-58
2. **Chen, Meng-Shiou**, et al.( 2014),“Impact study brand image, price promotions, advertising effectiveness and customer satisfaction of customer value”, *Journal of Hsing Kuo.*,P31-50.
3. **Chen, Meng-Shiou**, et al.( 2013) ,”Factors Influencing the security systems integration

services company's customer lifetime value", *Journal of Knowledge Economy*, Vol. 10 Second, pp 57-73.

4. **Chen, Meng-Shiou**, et al. ( 2013) ,"Knowledge and learning, organizational climate impact studies on job satisfaction" , *Journal of Knowledge Economy*, Vol. 10 Second, pp. 1-14.
5. Cheng-Heng Chung, **Meng-Shiou Chen**(2012)," A Study of the Cross-Strait Operating Room Nurses' Work Motivation and Professional Commitment Correlated with Work Satisfaction", Nursing Science,China.
6. Lin, Lie-Fen , **Chen, Meng-Shiou**, Chen,Gui- Li, Zhang Yi-Gui, (2012),"Change the attitude of the public enterprise employees' organizations culture, achievement motivation privatization", *Journal of the knowledge economy*.
7. **Chen, Meng-Shiou**, Chou,Te- Kuan, Li, Hsiu –Fen, Lin, Lie-Fen(2011), "Research on the Influence of Goal Setting, Leadership Styles, and on Job Performance", *Journal of Hsing Kuo*.
8. **Chen, Meng-Shiou**, Chou,Te- Kuan, Li, Hsiu –Fen, Lin, Lie-Fen(2010), "Research on the Influence of Goal Setting, Leadership Styles, and on Job Performance", *Journal of Hsing Kuo*.
9. **Chen Meng-Shiou**, Lin lie-Fen, Lin Chin-Nan(2009), "Research on The relationship of Investmant Motivation, Investmant Strategy, Organization Interdependence and Organization Performance of Taiwan business Investment in Mainland China", *Journal of Hsing Kuo*.
10. **Chen Meng-Shiou**, Chen Yuzhu, Lin Li- Fen(2009), "knowledge learning and achievement motivation of organizational innovation", *Journal of knowledge economy* , Vol5., No. 1, pages 184-195.
11. **Chen Meng-Shiou**, Lin Lie-Fen, Wu Xinning(2008) "Director of knowledge management and leadership style of cognitive knowledge management activities and administrative performance of the study" , *Journal of knowledge economy*
12. Hsien-Cheng Wu , **Chen Meng-Shiou** , Lin Li-Fen(2008),"Medical laboratory division of the values of organizational performance", the Foundation, Tainan County medical examiner Association 9th 1st General Meeting the 25th anniversary special edition, pages 42-53.
13. **Chen Meng-Shiou**, Lin Li-Fen, Tsai, Yang-Ta(2008), "Chinese style leader and organization culture to knowledge management mechanism relatedness research", *Journal of knowledge economy*, Vol.4, No.2, page 26-53.
14. **Chen Meng-Shiou**, Lin Li-Fen, Li Hong Gu(2008), "Kowledge learning, working pressure of their organizational commitment, job involvement and working behavior", *Journal of Knowledge Economy*, Vol.3, No.1, pages 75-96.
15. **Chen Meng-Shiou**, Lin Li-Fen, Yang Longxiang(2008)," Knowledge management, work stress, achievement motivation, professional commitment, morale and job performance", *Journal of knowledge economy*, Vol.3, No.1, page 97 -128.

### Conference Papers:

1. **Chen, Meng-Shiou**, et al.( 2018),"Regression Analysis to Study the Influence of Advertising Effect and,Price Promotion on Customer Value and Customer Satisfaction, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation

- Seminar, October 26, 2018, Shude University of Science and Technology.
2. **Chen, Meng-Shiou**, et al.( 2018) , “Chen, Meng-Shiou, et al.( 2018) ,Regression Analysis to Study the Influence of Advertising Effect and,Price Promotion on Customer Value and Customer Satisfaction”, 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
  3. **Chen, Meng-Shiou**, et al.( 2018) ,”The Relationship Between After-Sales Service and Value-Added Service on Relationship Inertia and Consumer Behavior, 2018 Marketing X Big Data X Aesthetics" , Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
  4. **Chen, Meng-Shiou**, et al.( 2018),”Exploring the Differences between Organizational Identity and Job Morale by Discussing Organizational Change Cognition and Job Stress with Personal Basic” , 2018 Marketing X Big Data X Aesthetics" Management and Marketing Innovation Seminar, October 26, 2018, Shude University of Science and Technology.
  5. **Chen, Meng-Shiou**, et al.( 2018),”Regression analysis to explore the influencing factors of the vacancies of the employees of the municipal government----Taking the employees of Tainan Municipal Government as the research object”, 2018 financial accounting and business management decision-making seminar
  6. **Chen, Meng-Shiou**, et al.( 2018),”Employee Assistance Program and Work Stress Research on Organizational Identity and Retention”, 2018 Financial Accounting and Business Management Decision-making Seminar
  7. **Chen, Meng-Shiou**, et al. (2017), “Relationship between Fintech and Bank 4.0 on Relationship Quality and Consumer Behavior”, 2017 Supply Chain Management Seminar
  8. **Chen, Meng-Shiou**, et al. (2017), “Research on the impact of Fintech and Bank 4.0 on relationship quality and consumer behavior by regression analysis”, 2017 Supply Chain Management Seminar
  9. **Chen, Meng-Shiou**, et al. (2017), “Research on the Impact of Post Office Service Innovation and Service Quality on Customer Value and Customer Satisfaction with Regression Analysis”, 2017 Supply Chain Management Seminar
  10. **Chen, Meng-Shiou**, et al. (2017), “Research on the Correlation between Postal Service Innovation and Service Quality on Customer Value and Customer Satisfaction”, 2017 Supply Chain Management Seminar
  11. **Chen, Meng-Shiou**, et al.( 2017), “A Study on the Relationship between Knowledge, Learning Organization, Organizational Commitment and Organizational Citizenship Behavior of Bankers”, Five countries in the five economic policy in the financial accounting and business decision-making application seminar.

12. **Chen, Meng-Shiou**, et al.( 2016), “A Study on the Relationship between Bank 4.0 and Service Quality in Relation to Inertia and Customer Lifetime Value - A Case Study of Bank Consumers ”, 2016 Supply Chain Management Seminar.
13. **Chen, Meng-Shiou**, et al.( 2016), “Study on the Differences between the Inertia and the Customer's Life-long Value of Service Quality by Bank 4.0 - Taking Bank Consumers as an Example ”, 2016 Supply Chain Management Seminar.
14. **Chen, Meng-Shiou**, et al.( 2016), “Study on the Differences of Service Innovation, Service Quality, Customer Relationship Management, Relationship Inertia and Consumer Behavior with Personal Basic Information ”, 2016 Supply Chain Management Seminar.
15. **Chen, Meng-Shiou**, et al.( 2016), “The relationship between service innovation, service quality, customer relationship management, relational inertia and consumer behavior is studied by correlation analysis. ”, 2016 Supply Chain Management Seminar.
16. **Chen, Meng-Shiou**, et al.( 2016), “ Study the Differences of Leadership Style, Colleague Relationship, Job Satisfaction and Turnover Intention by Personal Basic Information”, 2016 Business Seminar on Management and Marketing Innovation.
17. **Chen, Meng-Shiou**, et al.( 2016), “A Study on the Relationship between Leadership Style and Colleague Relationships in Job Satisfaction and Turnover Intention - A Case Study of Tainan Practitioners”, 2016 Business Seminar on Management and Marketing Innovation.
18. **Chen, Meng-Shiou, et al.**( 2016), “A Study on the Factors Affecting the Turnover Intention of Employees in Tainan Region”, 2016 Business Seminar on Management and Marketing Innovation.
19. **Chen, Meng-Shiou**, et al.( 2016), “Basic personal information in order to investigate internal marketing ,service climate on work vitality and service attitude differences of Research”, The thirteenth conference of service management & innovation.
20. **Chen, Meng-Shiou, et al.**( 2016), “Discussion on Work Values and morale of differences Organizational Performance Study”, 2016 Management and Marketing Innovation Conference.
21. **Chen, Meng-Shiou**, et al.( 2015), “A Study of the Relationship Among Business Image, Experiential Marketing and Service Quality on the impact of Experiential Value and Revisiting Intention – Using International Customers in Kenting Area as Participants”, International Conference on Knowledge-Based Economy and Global Management.
22. **Chen, Meng-Shiou**, et al.( 2015), “Discussion on Work Values and morale of differences Organizational Performance Study”, 2015 Management and Marketing Innovation Conference.
23. **Chen, Meng-Shiou**, et al.( 2015), “Personality Traits and internal marketing research

- on the impact of job performance”, 2015 Management and Marketing Innovation Conference.
24. **Chen, Meng-Shiou**, et al.( 2015), “Cluster analysis study to investigate the organizational climate and learning organization of work”, 2015 Management and Marketing Innovation Conference.
  25. **Chen, Meng-Shiou**, et al.( 2015), “Research on Experience the value of relationship quality on customer lifetime value”, 2015 Management and Marketing Innovation Conference.
  26. **Chen, Meng-Shiou**, et al.( 2015), “Basic personal information in order to investigate the behavior of the leadership, knowledge, learning and psychological empowerment of the difference between Total Quality Management Study”, 2015 Management and Marketing Innovation Conference.
  27. **Chen, Meng-Shiou**, et al.( 2015), “Basic personal information in order to investigate internal marketing, work values, job satisfaction and psychological empowerment differences on customer-oriented behavior of Research”, 2015 Management and Marketing Innovation Conference.
  28. **Chen, Meng-Shiou**, et al.( 2015), “Internal marketing and work values on job satisfaction, psychological and enabling correlation of customer-oriented behavior - a country in Tainan Teacher Case”, 2015 Management and Marketing Innovation Conference.
  29. **Chen, Meng-Shiou**, et al.( 2015), “Internal marketing and work values on job satisfaction, psychological and enabling correlation of customer-oriented behavior - a country in Tainan Teacher Case”, 2015 Management and Marketing Innovation Conference.
  30. **Chen, Meng-Shiou**, et al.( 2015), “Discussion dialysis medical equipment market and customer relations, service quality, impact studies on the perceived value of customer commitment - A Case Study in Tainan”, 2015 10th International Theory and Practice of Business Globalaization.
  31. **Chen, Meng-Shiou**, et al.( 2015), “Discussion on corporate image, perception of price impact study on the lifetime value of the customer”, 2015 10th International Theory and Practice of Business Globalaization.
  32. **Chen, Meng-Shiou**, et al.( 2014), “Basic personal information in order to investigate the perceived organizational support, ethical climate, psychological empowerment and organizational commitment to stay on Differences of the wishes ”, 2014 Operations Management Conference.
  33. **Chen, Meng-Shiou**, et al.( 2014), “Discussion on organizational change and leadership style of research on the impact of job performance”, 2014 Operations Management Conference.

34. **Chen, Meng-Shiou**, et al.( 2014), “Vitality and mental work enabling impact study on the job performance of - life insurance industry, for example in Tainan”, 2014 Operations Management Conference.
35. **Chen, Meng-Shiou**, et al.( 2014), “Basic personal information in order to investigate the military training instructors personality traits, interpersonal differences, emotional intelligence and positive discipline of study”, 2014 Operations Management Conference.
36. **Chen, Meng-Shiou**, et al.( 2014), “Discussion bank employees of organizational change and leadership style differentially organizational commitment and job performance of studies”, 2014 Management and Marketing Innovation Conference.
37. **Chen, Meng-Shiou**, et al.(2014), “Knowledge Learning and Learning Organization to associate Organizational Citizenship Behavior Research”, 2014 Management and Marketing Innovation Conference.
38. **Chen, Meng-Shiou**, et al.(2014), “Basic personal information in order to investigate the two factor theory and organizational commitment, job turnover intentions vitality of the differences in the nature of research”, 2014 Management and Marketing Innovation Conference.
39. **Chen, Meng-Shiou**, et al.(2013), “Cluster analysis to investigate the organizational culture, achievement motivation attitude toward privatization of Change Relationship”, Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
40. **Chen, Meng-Shiou**, et al.(2013), “Customer satisfaction, image strategy impact study on the lifetime value of the customer”, Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
41. **Chen, Meng-Shiou**, et al.(2013), “Canonical correlation analysis to study the morale of the Discussion on the organizational climate”, Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
42. **Chen, Meng-Shiou**, et al.(2013), “Emotional competence and professional commitment to the study of the relevance of job performance”, Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
43. **Chen, Meng-Shiou**, et al.(2013), “Research related organizational commitment, organizational behavior and work behavior of political”, Chang Yun Jia big school yard Federations - 102 years Union Annual Conference and Symposium: Innovation and Development of Taiwan agricultural.
44. **Chen, Meng-Shiou**, et al.(2013), “Effect of Relationship Marketing, Customer

- Relationship Management and Customer Lifetime Value”, 2013 Operations Management Conference.
45. **Chen, Meng-Shiou**, et al.(2013), “Basic personal information in order to investigate the personality traits, perceived organizational support Differences between the work of the adaptability”, 2013 Operations Management Conference.
  46. **Chen, Meng-Shiou**, et al.(2013), “Professional commitment, the relevance of the research work morale and job performance of – Tainan area housing agency employees Case”, 2013 Operations Management Conference.
  47. **Chen, Meng-Shiou**, et al.(2013), “Basic personal information in order to investigate service quality, perceived value of the difference between customer satisfaction study”, 2013 Management and Marketing Innovation Conference.
  48. **Chen, Meng-Shiou**, et al.(2013), “Psychological empowerment and organizational commitment relevance of research on job satisfaction”, 2013 Management and Marketing Innovation Conference.
  49. **Chen, Meng-Shiou**, et al.(2013), “Bank Financial Research Commissioner personality traits and emotional labor on job performance ”, 2013 Management and Marketing Innovation Conference.
  50. **Meng-Shiou Chen** , Li-Fen Lin ,Yan-Mei Lai ,Yi-Ya Xie,” Research of the relationship between professional commitment with organizational citizenship behavior--take chia-yi city police bureau for example”, The 8th International Conference on Knowledge-Based Economy And Global Management,Taiwan,R.O.C.(2012)
  51. **Meng-Shiou Chen**, Yi -Yeh Lee , Shu-Hsia Wang, Li-Fen Lin,” Difference of Research Take Individual Characteristic Discussion Role Pressure and the Work Performance - A Case Study on the Tax Bureau of Chia-Yi County.”, 2012 Xiamen University The 4th Conference of Strait-west Innovation and Sustainable Management,China. (2012)
  52. **Meng-Shiou Chen**, Yi -Yeh Lee, Tsai-Lin Huang, Li-Fen Lin, ” Difference of Research Take Individual Characteristic Discussion Personality Traits, Job Involvement and Job Performance --A Case Study on the Administrative Staff in Hospital”, 2012 Xiamen University The 4th Conference of Strait-west Innovation and Sustainable Management,China. (2012)
  53. **Meng-Shiou Chen**, Yi -Yeh Lee, Tzu-Tsai Lee, Li-Fen Lin, ” Relevance of Research Discussion Organization Culture and Organizational Administration Effectiveness”, 2012 Xiamen University The 4th Conference of Strait-west Innovation and Sustainable Management,China. (2012)
  54. **Meng-Shiou Chen**, Yi -Yeh Lee, Wen- Hung Teng, Li-Fen Lin, ” A Study on the Relationships Among the Perception of Organization Chang, Job Satisfaction, and Organization Performance”, 2012 Xiamen University The 4th Conference of Strait-west Innovation and Sustainable Management,China. (2012)



## Research monographs

1. **Meng-Shiou Chen**, Ministry of Economic Affairs, 220990150, "Chung Cheng Electric Heating Co., Ltd. Qigong wave buoyancy bed logistics systems reengineering plan", 20101201 --- 20110531.
2. **Meng-Shiou Chen** , 220980263, "Shou Bo Enterprise Co., Ltd. employees psychological enabling longitudinal sub-survey plan", 20100701---20111031.
- 3 . **Meng-Shiou Chen** , 220980264,"Haw-Nan Industry Co., Ltd. Customer Satisfaction Survey Program", 20100625 --- 20100715
- 4 . **Meng-Shiou Chen** , 220970186 ,"Yuann Tay Enterprise Co.LTD., employee morale survey project" ,20090605 -- 20090620.
- 5 . **Meng-Shiou Chen** , 220970187," Haw-Nan Industry Co., Ltd. Employees work satisfaction research project ",20090603 --- 20090615

## Dissertation

1. **Meng-Shiou Chen** (1999) "Research on The Influence of Employee's Personality And QWL on Work Attitude And Job Performance in Retail Industry" Ph.D. Dissertation, National Sun Yat-sen University
2. **Meng-Shiou Chen** (1986) "Expert system of material requirement planning" Master Dissertation, National Sun Yat-sen University

## Grants(14 Projects)

1. **Meng-Shiou Chen** , "A Study on the Influence of Organizational Change on Employees' Performance " , No.221050007 , 2016/02/01 2016/4/30
2. **Meng-Shiou Chen** , Enterprises Industry-University Program, "Customer Relationship Management on research of customer satisfaction", No.221040010 , 2015/02/01 2015/11/30
3. **Meng-Shiou Chen** , Enterprises Industry-University Program, " Work Stress to employees of self-efficacy impact study", No.221010597 , 2012/12/16 2012/12/30
4. **Meng-Shiou Chen**, Ministry of Economic Affairs, No: 221000053, "Stone Care Technology R & D Program" 2011/8-2011/12.
5. **Meng-Shiou Chen**, Ministry of Economic Affairs, 220990150, "Chung Cheng Electric Heating Co., Ltd. Qigong wave buoyancy bed logistics systems reengineering plan", 20101201 --- 20110531.
6. **Meng-Shiou Chen** , 220980263, "Shou Bo Enterprise Co., Ltd. employees psychological enabling longitudinal sub-survey plan", 20100701---20111031.

7. **Meng-Shiou Chen** , 220980264,"Haw-Nan Industry Co., Ltd. Customer Satisfaction Survey Program",20100625 --- 20100715
8. **Meng-Shiou Chen** , 220970186 ,"Yuann Tay Enterprise Co.LTD., employee morale survey project" ,20090605 -- 20090620.
9. **Meng-Shiou Chen** , 220970187," Haw-Nan Industry Co., Ltd. Employees work satisfaction research project ",20090603 --- 20090615
10. **Meng-Shiou Chen** , 220970187," Haw-Nan Industry Co., Ltd. Employees work satisfaction research project ",20090603 --- 20090615

### **Honors and Awards**

- TOP 38th Advisor in Taiwan, thesis of graduated students directed by Dr. Chen, Meng-Shiou are cited about 5004 references by the other authors in National digital library of thesis and dissertation in Taiwan, there are about 50000 teachers teach in the college and university in Taiwan.
- Excellent Service Learning Teacher (2015)
- 2015 Fifth National universities Ethics Case Study-cum-micro-film contest prize (the nation's first fourth)
- 2015 Fifth National universities Ethics Case Study-cum-micro-film contest finals Winner (the nation's first fifth)
- 2015 annual reward good service senior staff
- Four years(1997-2000), won the school Research Award and Prize for outstanding teachers
- The Republic of China in 1988 Phi Tau Phi Scholastic Honor Society Honorary Member

### **Academic Service (4 Journals )**

- *Reviewer*, Journal of Inno, 2011-2016
- *Reviewer*, Journal of Southern Taiwan University, 2011-2016
- *Reviewer*, Journal of Human Resource , 2005

### **Professional Experience**

- Group General Manager of the Office of Long Valley, 1990
- 104 Master's advisor, 2000/8 to 2016

### **Professional Service**

- 104 Master's advisor, 2000/8 to 2016
- Thesis committee member, 2000/8 to 2016
- Consulting, 1986 to 2016